

<b>Notice of Allowability</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	10/057,413	MARTIN ET AL.	
	Examiner Hai V. Nguyen	Art Unit 2142	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTO-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1.  This communication is responsive to 27 September 2006.
2.  The allowed claim(s) is/are 1-44 and 49 that are renumbered as 1-45 are allowed.
3.  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a)  All b)  Some\* c)  None of the:
    1.  Certified copies of the priority documents have been received.
    2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
    3.  Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.  
**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4.  A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5.  CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
  - (a)  including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
    - 1)  hereto or 2)  to Paper No./Mail Date \_\_\_\_\_.
  - (b)  including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6.  DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

1.  Notice of References Cited (PTO-892)
2.  Notice of Draftsperson's Patent Drawing Review (PTO-948)
3.  Information Disclosure Statements (PTO/SB/08),  
Paper No./Mail Date \_\_\_\_\_
4.  Examiner's Comment Regarding Requirement for Deposit  
of Biological Material
5.  Notice of Informal Patent Application
6.  Interview Summary (PTO-413),  
Paper No./Mail Date \_\_\_\_\_.
7.  Examiner's Amendment/Comment
8.  Examiner's Statement of Reasons for Allowance
9.  Other \_\_\_\_\_.

THONG VU  
PRIMARY EXAMINER  
TECHNOLOGY CENTER 2100

***Examiner's Amendment***

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Applicant's Agent, Mr. Joseph E. Root, registration #: 30,678 on 05 October 2006.

The application has been amended as follows:

**IN THE CLAIMS:**

Please amend the claims as follows:

1. (Previously presented) A method for presenting information, comprising:  
collecting, at a client, information about a user utilizing a local application persistently residing on the client and executing independently of a client web engine, the information about the user including navigation behavior of the user across multiple websites, the navigation behavior being monitored at the client by the local application; transmitting via a network the collected information from the local application on the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;

receiving the content at the client via the network; and  
presenting the content to the user at the client.

2. (Previously presented) The method of claim 1, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

3. (Original) The method of claim 1, wherein the user profile of the user includes model-generated information.

4. (Original) The method of claim 1, wherein the content includes one or more rules for controlling the presentation of the content to the user at the client.

5. (Original) The method of claim 1, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

6. (Original) The method of claim 1, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.

7. (Previously presented) The method of claim 1, wherein the user accesses sites coupled to the network utilizing a browser application hosted by the client computer and monitored by the local application.

8. (Previously presented) A system for presenting information, comprising:  
a network;

a client coupled to the network;

a local application on the client, the local application, persistently residing thereon and executing independently of a client web engine, being adapted for collecting at the client information about a user of the client, the information about the user including navigation behavior of the user across multiple websites, the navigation behavior being monitored at the client by the local application;

the local application being adapted for transmitting, via the network, the collected information at the client to a remote location coupled to the network;

the location being adapted for generating a user profile for the user based on the collected information and selecting content for the user based on the generated user profile; and

the local application being adapted for receiving, via the network, the selected content from the location and presenting the content to the user at the client.

9. (Previously presented) The system of claim 8, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and

wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

10. (Original) The system of claim 8, wherein the user profile of the user includes model-generated information.

11. (Previously presented) The system of claim 8, wherein the content includes one or more rules for controlling the presentment of the content to the user by the local application.

12. (Original) The system of claim 8, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

13. (Original) The system of claim 8, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.

14. (Previously presented) The system of claim 8, wherein the user accesses sites coupled to the network utilizing a browser application hosted by the client and monitored by the local application.

15. (Previously presented) A computer program product embodied on a computer readable medium for presenting information, comprising:

computer code that collects at a client information about a user utilizing an application persistently residing on the client and executing independently of a client

web engine, the information about the user including navigation behavior of the user across multiple websites, the navigation behavior being monitored at the client by the application;

computer code that transmits via a network the collected information from the application on the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;

computer code that receives the content at the client via the network; and computer code that presents the content to the user at the client.

16. (Previously presented) The computer program product of claim 15, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

17. (Original) The computer program product of claim 15, wherein the user profile of the user includes model-generated information.

18. (Original) The computer program product of claim 15, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

19. (Original) The computer program product of claim 15, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

20. (Original) The computer program product of claim 15, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.

21. (Previously presented) The computer program product of claim 15, wherein the user accesses sites coupled to the network utilizing a browser application hosted by the client and monitored by the application.

22. (Previously presented) A system for presenting information, comprising:  
means for collecting information about a user at a client utilizing an application persistently residing on the client and executing independently of a client web engine, the information about the user including navigation behavior of the user across multiple websites, the navigation behavior being monitored at the client by the application;

means for transmitting via a network the collected information from the application on the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile;

means for receiving the content at the client via the network; and means for presenting the content to the user at the client.

23. (Currently amended) A method for presenting information, comprising:  
receiving via a network, information about a user collected by an application persistently residing on the client and executing independently of a client web engine, the information about the user including information about a navigation behavior of the

user across multiple websites, the information about the navigation behavior being monitored at the client by the application;

generating a user profile for the user based on the information;

selecting content for presenting the user based on the user profile; and

transmitting the content to the client via the network, wherein the content is presented to the user by application on the client.

24. (Previously presented) The method of claim 23, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and

wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

25. (Original) The method of claim 23, wherein the user profile of the user includes model-generated information.

26. (Original) The method of claim 23, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

27. (Original) The method of claim 23, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

28. (Original) The method of claim 23, wherein a fee is generated when the content is elected, and wherein the fee is charged to a party associated with the selected content.

29. (Previously presented) The method of claim 23, wherein the user accesses sites coupled to the network utilizing a browser application hosted by the client.

30. (Currently amended) A system for presenting information, comprising:

a server coupled to a network and being adapted for receiving utilizing a network information about a user collected by an application persistently residing on a client and executing independently of a client web engine, the information about the user including information about a navigation behavior of the user across multiple websites, the information about the navigation behavior being monitored at the client by the application;

the server being adapted for generating a user profile for the user based on the information collected by the application;

selecting content for presenting the user based on the user profile; and

transmitting the content to the client via the network, wherein the content is presented to the user by the application on the client.

31. (Previously presented) The system of claim 30, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

32. (Original) The system of claim 30, wherein the user profile of the user includes model-generated information.

33. (Original) The system of claim 30, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

34. (Original) The system of claim 30, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

35. (Original) The system of claim 30, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.

36. (Previously presented) The system of claim 30, wherein the user accesses sites coupled to the network utilizing a browser application hosted by the client.

37. (Currently amended) A computer program product embodied on a computer readable medium for presenting information, comprising:

computer code that receives utilizing a network information about a user collected ~~at a client by an application persistently residing on a client and executing independently of a web client engine~~, the information about the user including information about a navigation behavior of the user ~~across multiple websites~~, the information about the navigation behavior being monitored at the client;

computer code that generates a user profile for the user based on the information;

computer code that selects content for presenting the user based on the user profile; and

computer code that transmits the content to the client via the network, wherein the client presents the content to the user.

38. (Previously presented) The computer program product of claim 37, wherein the information about the user includes information relating to network utilization behaviors and attributes of the user, and wherein the navigation behavior includes information of domains visited by the user, number of pages viewed by the user and time spent by the user at a site.

39. (Original) The computer program product of claim 37, wherein the user profile of the user includes model-generated information.

40. (Original) The computer program product of claim 37, wherein the content includes one or more rules for controlling the presentment of the content to the user at the client.

41. (Original) The computer program product of claim 37, wherein the information transmitted to the location includes an identifier, and wherein at least a portion of the content is selected based on the identifier.

42. (Original) The computer program product of claim 37, wherein a fee is generated when the content is selected, and wherein the fee is charged to a party associated with the selected content.

43. (Original) The computer program product of claim 37, wherein the user accesses sites coupled to the network utilizing a first application hosted by the client, and wherein the content is displayed utilizing a second application hosted by the client.

44. (Previously presented) A system for presenting information, comprising:

Means for receiving utilizing a network information about a user collected at a client; by an application persistently residing on the client and executing independently of a client web engine, the information about the user including information about a

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navigation behavior of the user across multiple websites, the information about the navigation behavior being monitored at the client by the application;

means for generating a user profile for the user based on the information;

means for selecting content for presenting the user based on the user profile;

and

means for transmitting the content to the client via the network, wherein the content is presented to the user by the application on the client.

Claims 45-48. (Cancelled)

49. (Previously presented) A method, comprising:

utilizing a message client system persistently residing on a client computer and executing independently of a client web engine to monitor use of a browser application on the client computer by a user to collect information, at the client computer, about a navigation behavior of the user across multiple websites;

transmitting the collected information from the client computer to a remote location via a network, the location generating a profile of the user based on the collected information received from the client computer, selecting content for the user, and providing the selected content to the message client system via the network, the content further including a rule for initiating the presentment of the content to the user based on subsequent use of the browser application by the user; and

presenting the content to the user using the message client system if the message client system determines that the use of the browser application by the user satisfies the rule.

***Reasons For Allowance***

2. The following is an examiner's statement of reasons for allowance:

The primary reasons for allowance of the claims is the inclusion of "*collecting, at a client, information about a user utilizing a local application persistently residing on the client and executing independently of a client web engine, the information about the user including navigation behavior of the user across multiple websites, the navigation behavior being monitored at the client by the local application; transmitting via a network the collected information from the local application on the client to a location for generating a user profile for the user based on the collected information, wherein content is selected for the user based on the generated user profile; receiving the content at the client via the network; and presenting the content to the user at the client.*" in independent claims 1, 8, 15, 22, 23, 30, 37, 44, 49. The prior art, Koeppel et al. U.S. patent # 6,447,575 B1, Chen et al. U.S patent # 6,857,024 B1 do not have these limitations. The Examiner's interpretation of the claim language is based upon Applicant's remarks/arguments filed on 09/27/2006 (pages 10-11), and the enabling portions of the specification, Fir. 6, pages 5, 19-22).

3. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

4. **Claims 1-44 and 49 that are renumbered as 1-45 are allowed.**

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### ***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Hai V. Nguyen whose telephone number is 571-272-3901. The examiner can normally be reached on 6:00-3:30 Mon-Fri.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Andrew Caldwell can be reached on 571-272-3868. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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